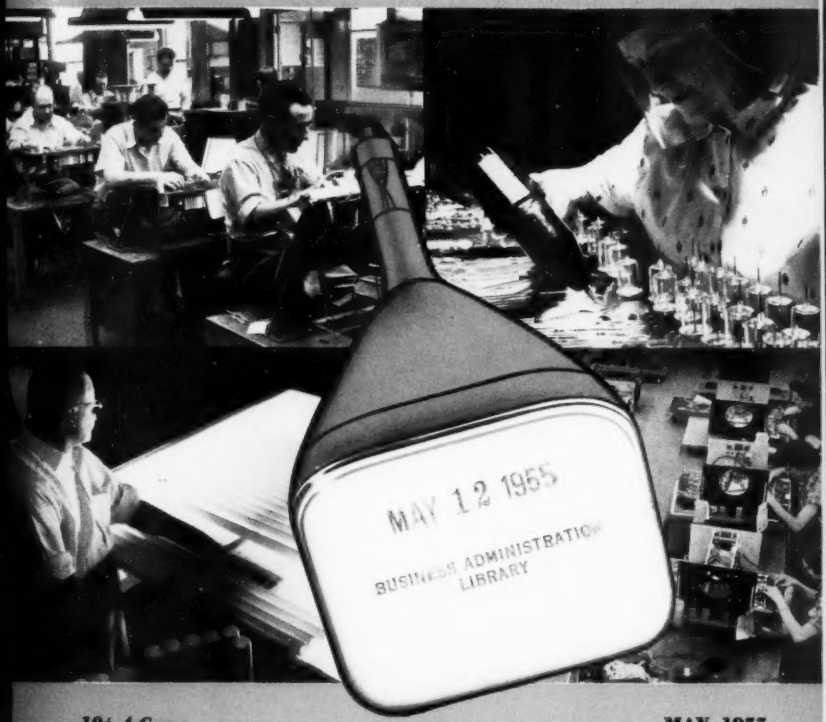
THE EXCHANGE

PUBLISHED BY THE NEW YORK STOCK EXCHANGE



10¢ A Copy **MAY, 1955**

Fastest-Growing Industry

Record Common Dividends

"Payers" vs. "Plowers"

GE AND RCA FIGHT IT OUT

GENERAL ELECTRIC, after a 14-month fight, has displaced Radio Corporation as the most popular common stock with Monthly Investment Plan investors.

When the pay-as-you-go Plan for buying stocks was inaugurated in January last year, Radio quickly took the lead. GE was in the running but down in 12th place in mid-February, 1954.

At the end of August the No. 1 spot was still held by Radio—with GE No. 5. At the year-end Radio held first: GE was second.

By March 25, 1955, General Electric reached the top.

GE's popularity resulted largely from its June 3-for-1 split, which lowered its price and made it more attractive to investors, and an employe stock purchase plan.

The figure in parentheses after each issue indicates its rank August 27, 1954, if it was then one of the 50 MIP favorites.

Fifty Most Popular Stocks
Based on number of plans on March 25, 1955

Name of Stock	Number of Plans	Name of Stock	Number of Plans
General Electric (5)	1,930	Greyhound Corp. (26)	210
Radio Corp. (1)	1,717	Columbia Gas System (25)	203
Dow Chemical (2)	1,475	Detroit Edison (27)	195
General Motors (3)	1,272	Lehman Corp. (29)	189
American Tel. & Tel. (4)	1,106	Public Service Electric & Gas (28)	185
Standard Oil of New Jersey (6)	893	Phillips Petroleum (32)	183
Tri-Continental Corp. (7)	745	Standard Oil of California (30)	181
Motor Products	638	American Radiator (24)	180
du Pont de Nemours (8)	527	Sunray Oil (33)	174
Union Carbide & Carbon (14)	386	Chrysler Corp. (23)	173
Long Island Lighting (9)	381	Commonwealth Edison (35)	172
Gulf Oil (16)	372	American Cyanamid (37)	161
Westinghouse Electric (15)	366	Aluminum Co. (34)	156
National Biscuit (13)	365	American Can (50)	136
Carrier Corp. (20)	339	International Harvester (39)	135
U. S. Steel (11)	331	International Business Machines	134
International Nickel (10)	330	Anaconda Copper (46)	133
Pacific Gas & Electric (17)	315	Scott Paper	133
Socony-Vacuum Oil (12)	292	Toledo Edison (36)	133
Consolidated Edison (19)	277	Minnesota Mining & Mfg. (48)	127
Eastman Kodak (18)	277	Sylvania Electric (41)	124
Canadian Pacific Ry. (21)	264	Atchison, Topeka & Santa Fe (44)	123
Southern Co. (22)	241	General Telephone (49)	120
Olin Mathieson Chemical (31)	231	Goodyear Tire (43)	114
American Airlines (47)	214	Safeway Stores, Inc.	112

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ELECTRONICS

THE WORLD'S FASTEST-GROWING MAJOR INDUSTRY

By Don G. Mitchell
Chairman and President
Sylvania Electric Products, Inc.

ELECTRONICS is the world's fastest-growing major industry!

Today, the over-all electronics industry's sales and revenues are running at the rate of about $9 billion a year. Realistic projections of present sales trends indicate that by 1960, electronics will be a $15 billion industry, and that a decade from now—say in 1964—it will be a $20 billion industry.

The electronics industry appears to have a boundless horizon from the standpoint of new products and dollar sales; the expansion of companies already in the business and the new companies to be formed; the great number of new applications that will be found for electronic equipment; the increased strength that electronics will bring to National Defense; and the increased benefits it will bring to every aspect of our economy.

Electronics is growing so fast because it is a dynamic, revolutionary industry. It has been aptly described as "the world's most promising technological revolution." It is revolutionizing methods and techniques in all areas of endeavor—in industry, in commerce, in fighting wars and building defenses. But there is no area in which electronics will have greater revolutionary force than in your everyday life and mine.

Some day—and not far off—electronics will be applied to every room in the house. Think how satisfactory "wireless" electrical circuitry could be—electricity conducted through the home by high frequency electronics instead of by wiring systems! Television will watch the kitchen and the nursery. Cooking by electronics already is being developed. How about starting your car on a cold morning by electronics while having break-

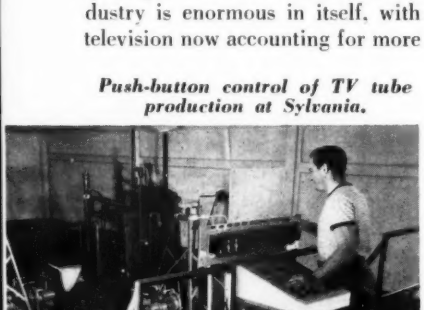
fast, first opening the garage door by electronics? Electronic devices will take the hazard and discomfort out of auto travel—steering the car, braking it, and taking over functions subject to human error.

In discussing the potential for the electronics industry in the years ahead, let us first consider the field of entertainment electronics. Today's entertainment markets and those of ten years from now, based on annual sales *by the manufacturing industry*, line up as follows:

1955		1964
	TELEVISION	
$1 billion		$1.5 billion
	HOME RADIO	
$147 million		$162 million
	AUTO RADIO	
$108 million		$140 million
	RECORDS AND PHONOGRAPHS	
$120-$140 million		$120-$140 million

Thus we see that the entertainment phase of the electronics industry is enormous in itself, with television now accounting for more than 70 per cent of the total and ten years from now for nearly 80 per cent. And the substantial increase in volume does not represent *only* dollars; in television, for instance, in 1955, we estimate that about 6,700,000 sets will be sold to the public, but that in 1964 the public will buy 7,300,000 sets.

Push-button control of TV tube production at Sylvania.



Color TV

Color television is still something of a question mark to the industry. Not very many sets will be sold until the manufacturers get the price of color sets down to a more moderate level. But, the manufacturer can't get his selling price down unless he builds up sales volume. Therefore the process is a gradual one with prices gradually declining and sales gradually rising. Last year, the industry produced only about 25,000 color sets, but sold very few of them because they were developmental models. This year, we feel somewhere near 75,000 sets will be made and probably 50,000 sold. It will be several years before sales of color sets will outstrip black-and-white sets, and we believe that ten years from now color will account for about 60 per cent of all sets sold.

As individuals, we are apt to think of electronics as meaning TV sets and radios. But the Government is a much greater customer for electronic products than the general public. The reason is, of course, that a great percentage of government purchases is for the Armed Forces. Electronics has be-

Don G. Mitchell, Chairman and President of Sylvania Electric Products, became a prominent sales executive before he was 40. He joined the Sylvania organization in 1942, when he was 37 years old, as Vice President in charge of sales. Elected President in 1946, he has led the company in a major post-war expansion. Sylvania's annual sales now approach $300 million in the fields of lighting, television, radio, electronics and atomic energy.

Mr. Mitchell is chairman of the executive committee of the American Management Association, and a trustee of the Economic Development Committee and the National Industrial Conference Board.

come one of the greatest weapons of defense. Electronics today comprises 6.3 per cent of all military expenditures; ten years from now this percentage may increase to 10 per cent or more as the Armed Services become increasingly electronified.

Defense purchases of electronic equipment by the U. S. Government are expected to be about $2.5 billion in 1955, and will increase to around $4 billion ten years from now. But all this is based on the assumption of "no shooting war" or general mobilization.

How is electronics applied to defense? A good example is the intercontinental bomber which is virtually a flying electronics laboratory with thousands of electron tubes in its communications, navigation, and gunnery systems. On land, at sea, and in the air, electronics tracks the target, trains the gun, and fires it. Electronics launches and controls guided missiles. The air defense network consists of hundreds of radar stations. The proximity fuze that explodes a shell when it is close enough to a target to cause damage is an electronic weapon.

Vital and dramatic as defense electronics is, however, the greatest potential for electronics, percentagewise, lies in industry and commerce. So far the surface barely has been scratched.

This year we expect industry sales of electronic equipment and components for industrial and commercial use will be in the neighborhood of $650 million. In 10 years we anticipate it will be more than doubled, to $1.4 billion or more.

The electronic computer, or electronic "brain," is a spectacular example of electronics applied to industrial and commercial use. A computer can take a complex mathematical problem and solve it possibly 500 or 1,000 times as rapidly as can a man, or team of men, using pencil, paper, and headwork. A computer can simulate actual operating conditions, and may be used to make the initial "flight

tests" of a plane that still is in the blueprint stage, thus saving time, money, and possibly human lives.

Electronics will be responsible for quality control and safety in the factory, and other electronic devices will keep automatic inventory control, regulate the filling of containers, operate and control automatic assembly lines, and perform thousands of other tasks, many of which cannot be accomplished at all by hand methods.

The foregoing has dealt only with the potential for end products and components that go into new equipment. But the electronics industry amounts to much more.

Replacement Market

There is, first, the great mass of parts and components used for repair of electronic equipment. The industry sale of these components will amount to $800 million in 1955, and is expected to grow to $2.3 billion in a decade. Then, of course, there are the charges for the repairman's services, which will run over $900 million this year, and should increase to around $1.4 billion by 1964.

Also there is the very important consideration of "mark-up." Heretofore we have been talking about sales totals based on prices "at the factory door." But there are the distributors, or wholesalers, and the dealers who have to make a profit to stay in business, and therefore charge a "mark-up" to pay their business expenses and bring a fair profit. The revenue created by the sale of electronics products through the various channels of distribution now is at the rate of about $2 billion a year, and probably will be more than double that figure within ten years.

Finally, there is the broadcasting phase of the entertainment end of electronics. This is an extremely large figure because it includes both the technical, electronic costs of broadcasting and telecasting, and the great costs of producing programs, including wages of "talent," staging, and other production costs. Broadcasting revenues will be substantially over $1 billion this year, and may increase to as much as $5 billion a year before 1965.

This, then, is what the annual dollar volume of the electronics industry looks like today, and what it undoubtedly will be ten years from now: Electronics is a $9 billion industry; by 1960 it will be a $15 billion industry; and by 1964, ten years from now, it will be a $20 billion industry. In other words, within a decade it will have more than doubled its present size.

(In billions of dollars)	1955	1964
Entertainment devices	$1.50	$1.95
Government purchases	2.50	4.00
Industrial-commercial	.65	1.40
Components for repair	.80	2.30
"Mark-up"	2.00	4.20
Repair labor costs	.90	1.40
Broadcasting revenues	1.14	5.00
Total	$9.49	$20.25

I don't believe any other major industry will match that progress over the next ten years.

First Quarter's Dividends *SET RECORD*

OWNERS of common stock listed on the New York Stock Exchange received $1,671,249,360 in cash dividends during the first three months of 1955.

Those payments represented:

- A new record for any first quarter.
- A rise of 9.4 per cent over cash dividends paid by the same companies in the corresponding 1954 quarter.
- The thirteenth year in succession that first quarter cash dividends increased over the preceding year.

Nearly 80 per cent of the 1,077 equity issues listed at the end of March—or 857 separate common stocks—made cash dividend payments during the first quarter.

Of those 857 dividend-payers, 292, or 34 per cent, made larger cash disbursements this year than in the first three months of 1954. Similar payments were made in both years by 488 common stock issues, and 77 paid less this year than last. In the table on page 6, the heading "less" includes 29 common stocks which paid *no* cash dividends in the first three 1955 months but which did pay in the corresponding 1954 quarter.

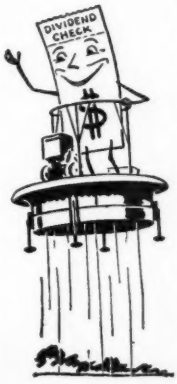
As the table shows, 22 of the 27 industrial groups of common stocks increased their cash dividend disbursements in the first three months of this year over the same 1954 period; while only five groups paid less.

By groups, the largest gains over a year earlier were aircraft industry common stocks, 53.1 per cent; shipbuilding and operating, 51.7 per cent; and building trade, 23.5 per cent.

Textile Dividends Dip

The largest declines were textile industry equities, 14.2 per cent; automotive industry, 5.5 per cent; and tobacco, 5.5 per cent.

In dollars, the largest cash payments in the initial 1955 quarter were $308,794,870 by public utility common stocks; $254,415,800 by petroleum and natural gas shares; and $178,669,330 by chemical company equities. The total for these three groups—$741,880,000 — accounted for a shade less than 45 per cent of all common cash



dividend payments in the first quarter of this year.

By industrial groupings, the smallest amounts of cash common dividends disbursed in the initial quarter of the current year were $4,177,700 by real estate companies, $5,962,400 by leather and leather products and $7,754,350 by shipbuilding and operating.

Only one industrial group—office equipment company shares—had a perfect record during the first quarter, all 10 issues in that classification paying cash dividends.

On the other hand, no less than 24 listed railroad equities made no cash dividend payments in the first quarter.

Of all groups, the largest number of increased common dividend payments in the first quarter were 41 machinery and metals, 38 utilities and 32 chemicals. These three classifications accounted for 38 per cent of the 292 dividend increases by all listed common stocks in the period studied.

Cash Dividends Paid on N. Y. S. E. Listed Common Stocks

First Quarter 1955 vs. First Quarter 1954

	Listed 3/31/55	Number Paying 1st Q. 1955	More	Same	Less	Total Payments 1st Quarter 1955	Per Cent Change
Aircraft	27	19	14	4	1	$ 26,063,450	+53.1
Amusement	25	20	8	10	3	20,325,520	+21.2
Automotive	67	46	11	32	10	121,653,830	— 5.5
Building Trades	30	26	13	10	3	18,592,130	+23.5
Chemical	86	76	32	41	3	178,669,330	+15.6
Electrical Equipment	25	20	8	11	1	53,933,450	+17.6
Farm Machinery	6	4	1	3	1	13,818,750	+ 7.1
Financial	34	21	6	14	1	30,298,500	— 4.7
Food Prods. & Beverages	70	57	17	34	7	56,350,320	— 2.1
Leather & Leather Products	10	8	1	7	0	5,962,400	+ 3.5
Machinery & Metals	106	90	41	36	14	63,143,590	+12.1
Mining	40	26	7	17	3	53,412,010	+ 4.9
Office Equipment	10	10	4	2	4	9,576,220	+14.7
Paper & Publishing	41	35	14	19	3	36,309,550	+13.6
Petroleum & Natural Gas	50	42	15	24	6	254,415,800	+10.9
Railroad & R.R. Equipment	82	58	15	37	6	104,724,810	+12.0
Real Estate	10	7	5	2	1	4,188,700	+15.2
Retail Trade	70	57	8	42	8	104,397,170	+ 1.5
Rubber	9	8	3	4	2	16,363,600	+19.4
Shipbuilding & Operating	10	8	3	4	2	7,754,350	+51.7
Steel & Iron	38	28	9	14	8	78,355,910	+14.0
Textile	42	28	3	17	12	15,052,920	—14.2
Tobacco	15	13	2	11	1	25,884,240	— 5.5
Utilities	109	103	38	65	0	308,794,870	+11.5
Miscellaneous Businesses	23	20	7	11	3	12,832,700	+20.7
U. S. Co.'s Oper. Abroad	24	14	4	7	3	14,561,890	+17.8
Foreign Companies	18	13	3	10	0	35,813,350	+ 9.9
Totals	1077	857	292	488	106	$1,671,249,360	+ 9.4

EXCHANGE LISTS SHARES OF CANADIAN GOLD MINE

Campbell Red Lake's mine head, 100 miles north of Kenora, Ontario.

In 1944, Dome Mines, Limited, an old-established Canadian gold producer, took an option on a tract of land in Northern Ontario about 100 miles north of the town of Kenora. Before long the company's engineers who were exploring the tract hit upon what they described as a rich gold strike. The option on the property was taken up quickly; some adjoining properties were acquired; and operations began.

All of these activities were handled through a subsidiary—Campbell Red Lake Mines Limited—and last month 3,999,500 shares of Campbell's $1-par value common stock (ticker symbol: CRK) were admitted to trading on the New York Stock Exchange.

Dome's Interest

Dome Mines still owns some 56 per cent of all Campbell stock—1,723 shareowners hold the rest.

Campbell Red Lake's commercial ore production began in 1949, at the rate of 350 tons per day. Now it is 600 tons daily, and 1954 bullion recovery amounted to $3,500,000. New refining equipment is currently being installed to lift capacity to 700 tons daily.

The company's mine shaft is more than 2,000 feet deep, servicing 14 levels. At the present time, ore is being taken mainly from levels close to the surface.

Life Expectancy

Life of the mine is estimated by company engineers at 15 to 20 years, on the basis of proved ore bodies. This estimate allows for gradual expansion of output.

Average recovery from Campbell ore is $18.50 per ton, which compares with $8.50 a ton from ore mined by Dome Mines.

Net profit of Campbell Red Lake Mines amounted to $1,089,463, or $0.27 per common share, in 1954, compared with $1,008,704, or $0.25 a share, in 1953. The company reports that net earnings in the first two months of 1955 were well above the figure for the corresponding 1954 months.

In 1954, the company paid 17½ cents per share in common dividends; while one distribution of 12½ cents a share has been made so far in the current year.

RETAINED EARNINGS . . .

OTHER things being equal, which type of common stock puts on a better market performance over a period of years—one which pays out most of the available profits in cash dividends or one which plows back a large share of such profits?

If not entirely conclusive, the accompanying table—citing the 30 companies whose equities comprise the well-known Dow-Jones industrial average—seems to offer some evidence that the "plowers" have outperformed the "payers."

During the 10 years ended December 31, 1954, the five common stocks in that average which showed the largest percentage gains in price were Bethlehem Steel 398.8 per cent, Standard Oil of California 364.4, Goodyear Tire & Rubber 355, E. I. du Pont de Nemours 330.9 and Standard Oil Company (New Jersey) 321.4 per cent.

Retained Ratios

Four of these five companies plowed back more than half of their earnings during those 10 years—Goodyear, 67 per cent; Bethlehem Steel, 62; Standard Oil of California, 57; and Standard Oil (New Jersey), 57 per cent.

The exception was E. I. du Pont, which plowed back only 23 per cent of the decade's profits, while paying out 77 per cent.

The five companies which showed the smallest percentage

gains in price were: Loew's — whose shares actually declined 18.8 per cent during the decade—American Tobacco with a rise of only 0.8 per cent; American Telephone & Telegraph 7, Woolworth 23.2, and International Harvester 41.1 per cent. For these five, the proportion of profits plowed back were American Tobacco 37 per cent, Woolworth 33, International Harvester 26, A. T. & T. 17, and Loew's 17 per cent.

Of the 30 common stocks, 20 rose 100 per cent or more in market price between the end of 1944 and the close of 1954. Twelve of these 20 issues which scored such substantial market advances plowed back anywhere from 49 to 67 per cent of the period's earnings; 7 plowed back from 36 to 48 per cent; and only one — du Pont—plowed back less than one-quarter of the decade's profits.

None of the 10 common stocks in the table which rose less than 100 per cent in market price during the 10 years plowed back as much as 50 per cent of earnings

AND MARKET PRICES

for that period. However, five did plow back more than 40 per cent of the profits.

Taken together, the 30 companies in the table retained $12 billion of net earnings during the 10 years 1945-1954.

That represented an average of $400 million for each of the 30 enterprises—a sum sufficient to pay for an enormous amount of research, new plant or other facilities designed to improve profits in the future.

RETAINED EARNINGS AND MARKET PRICE MOVEMENTS OF THE 30 COMPANIES IN THE DOW-JONES INDUSTRIAL AVERAGE FOR THE 10 YEARS ENDING WITH 1954

Company	Net Income Available for Common Stock	Dividends on Common Stock	Retained Earnings	Market Price 12-31-54	Net Change Per Share (adjusted) Since End of 1944	Per cent Change
	in millions					
Allied Chemical & Dye	$ 355	$ 226	$ 129	$102⅝	+ 64⅝	+170.1
American Can	216	114	102	44¾	+ 22¼	+ 98.9
Amer. Smelting & Refining	248	125	124	45⅛	+ 28⅜	+169.4
American Tel. & Tel.	3,149	2,601	548	175	+ 11⅞	+ 7.0
American Tobacco	335	210	125	65½	+ ½	+ 0.8
Bethlehem Steel	839	308	532	109⅛	+ 87¼	+398.9
Chrysler	725	425	300	71½	+ 23½	+ 49.3
Corn Products Refining	130	88	41	84¾	+ 28⅝	+ 51.0
E. I. du Pont	1,911	1,471	440	167½	+128⅝	+330.9
Eastman Kodak	490	245	245	72⅛	+ 46¾	+184.2
General Electric	1,288	783	506	46¾	+ 33⅝	+256.2
General Foods #	230	127	104	76¼	+ 34¾	+ 83.7
General Motors	4,841	2,923	1,918	97⅞	+ 65⅞	+205.9
Goodyear Tire & Rubber	301	100	201	108⅝	+ 84¾	+355.0
International Harvester	429	223	206	37¾	+ 11	+ 41.1
International Nickel	430	316	114	58⅞	+ 29⅞	+103.0
Johns-Manville	155	88	67	88¼	+ 54¼	+159.6
Loews #	83	69	14	21⅝	− 5	− 18.8
National Distillers	222	126	96	23¾	+ 11½	+ 93.9
National Steel	358	158	200	65½	+ 44⅝	+213.8
Procter & Gamble	391	241	150	97¾	+ 59⅜	+154.7
Sears Roebuck	1,114	559	555	77¼	+ 51	+194.3
Standard Oil of Cal.	1,427	609	817	76⅝	+ 60⅛	+364.4
Standard Oil (N. J.) ϕ	3,807	1,647	2,160	110⅝	+ 84⅜	+321.4
Texas Company	1,456	629	827	86	+ 62⅛	+260.2
Union Carbide & Carbon	884	557	327	86¼	+ 59¾	+225.5
United Aircraft	128	60	68	78¼	+ 53	+209.9
U. S. Steel	1,278	637	641	73⅝	+ 53½	+265.8
Westinghouse Electric	569	238	331	80½	+ 49⅝	+160.7
F. W. Woolworth	343	230	113	51¾	+ 9¾	+ 23.2
Total	$28,132	$16,130	$12,000			

Individual figures will not necessarily add to totals because of rounding. Data represent consolidated earnings of parent company and subsidiaries, both foreign and domestic, except in case of Standard Oil of N. J.

Fiscal year differs from calendar year.

ϕ Includes Western Hemisphere Subsidiaries only.

Life Insurance Portfolios BULGE with Common Stocks

THE NEW YORK LIFE INSURANCE Company invested $31,000,000 in common stocks last year, boosting its equity holdings to approximately $100,000,000.

At the year-end, New York Life's holdings of listed common stocks included blocks of 5 railroad companies, 27 utilities and 63 industrial and miscellaneous enterprises.

The big insurance company's entire holdings of listed equities are shown in the accompanying large table; while the four small tables disclose the 25 largest blocks of listed common stocks held by four other big life insurance companies —New England Mutual Life, The Travelers, Massachusetts Mutual Life and Connecticut General Life.

Like other life companies in this state, New York Life is permitted to invest in common stocks only 3 per cent of its total resources or

NEW YORK LIFE INSURAN

Common Stock	Shares
Abbott Laboratories	3,500
Allied Chemical & Dye	7,200
Allis-Chalmers Manufacturing	16,700
Aluminum Co. of America	5,500
American Can	43,200
American Cyanamid	17,000
American Gas & Electric	15,005
American Home Products	14,500
American Telephone & Telegraph	5,700
American Viscose	17,000
Armco Steel	7,900
Atchison, Topeka & Santa Fe Ry.	16,800
Atlantic City Electric	10,885
Atlantic Refining	24,300
Bethlehem Steel	4,800
Borden Company	13,650
Boston Edison	15,000
Caterpillar Tractor	5,949
Champion Paper & Fibre	1,700
Chesapeake & Ohio Ry.	1,070
Cincinnati Gas & Electric	26,480
C. I. T. Financial	48,700
Cleveland Electric Illuminating	6,300
Commercial Credit	27,100

Common Stock	Shares
Commonwealth Edison	39,400
Consolidated Gas, Electric Light & Power, Baltimore	35,000
Consumer Power	19,660
Continental Can	21,500
Continental Oil	7,000
Crown Zellerbach	16,000
Dayton Power & Light	15,700
Deere & Co.	25,500
Delaware Power & Light	14,257
Detroit Edison	22,300
E. I. du Pont	13,100
Duquesne Light	35,300
Eastman Kodak	10,300
Federated Department Stores	13,900
First National Stores	1,800
General Electric	48,500
General Foods	20,700
General Motors	51,600
B. F. Goodrich	7,000
Gulf Oil	17,680
Gulf States Utilities	23,000
Hercules Powder	5,500
Indianapolis Power & Light	13,800

one-third of its surplus, whichever is smaller. Actually, the amount invested at the close of last year amounted to only 1.7 per cent of the company's total assets of $5,799,677,153.

Life insurance companies in Massachusetts and Connecticut may invest a larger proportion of their total assets in equities, but, so far, all life insurance companies have followed a conservative policy in making equity investments.

Besides limiting the percentage of a life insurance company's assets which may be invested in common stocks, state laws contain restrictions as to the dividend-longevity records of equities, type of business in which the share issuer may be engaged and percentage of any particular issue's outstanding shares which may be held.

Nevertheless, these big life insurance companies own some sizable blocks of well-known equities.

For instance:

Holdings of American Telephone & Telegraph stock by four of the five big insurance companies whose equity investments are shown wholly or partially in the accompanying tables aggregated 108,910 shares at the year-end. The recent market value of those AT&T shares was close to $20 million.

The same four companies held a total of 124,201 shares of Commonwealth Edison when 1954 ended, with a recent market value of over $5 million.

Three of the life companies owned a total of 119,000 shares of General Electric, the market value of which exceeded $6 million last month; while three owned 77,123 Wisconsin Electric Power shares valued above $2½ million.

FE INSURANCE COMPANY

Common Stock	Shares	Common Stock	Shares
Ingersoll-Rand	10,500	Phelps Dodge	5,000
Inland Steel	14,000	Philadelphia Electric	17,075
International Harvester	24,900	Phillips Petroleum	12,500
Iowa Power & Light	28,300	Public Service Co. of Colorado	13,000
Johns-Manville	14,700	Royal McBee	1,368
Kansas City Power & Light	15,400	Scott Paper	3,000
Kennecott Copper	17,800	Sears, Roebuck	8,500
Kroger Company	10,000	Shell Oil	17,300
Louisville & Nashville R.R.	8,000	Socony-Vacuum	44,700
May Department Stores	26,200	Southern California Edison	5,000
Mead Corp.	14,012	Southern Railway	4,400
Merck & Co.	31,300	Standard Oil of California	18,955
Monsanto Chemical	4,400	Standard Oil (Indiana)	29,200
G. C. Murphy Co.	14,500	Standard Oil (New Jersey)	20,226
National Cash Register	11,700	Texas Company	15,900
National Dairy Products	36,800	Union Carbide & Carbon	7,800
National Lead	32,400	Union Pacific Railroad	12,000
National Steel	18,500	United States Gypsum	4,300
N. Y. State Electric & Gas	19,700	United States Steel	5,900
Northern States Power	61,500	Virginia Electric & Power	35,010
Ohio Edison Co.	22,230	Westinghouse Electric	23,000
Ohio Oil	17,400	West Virginia Pulp & Paper	21,000
Pacific Gas & Electric	13,000	Wisconsin Electric Power	14,610
J. C. Penney Co.	8,000	Wisconsin Public Service	42,957

Massachusetts Mutual Life Insurance Co.

Common Stock	Shares
American Telephone & Telegraph	50,000
Carolina Power & Light	31,500
Central & South West	31,822
Central Illinois Light	18,750
Cincinnati Gas & Electric	26,330
Columbus & Southern Ohio Electric	25,000
Commonwealth Edison	38,712
Consolidated Edison of N. Y.	22,600
Crown Zellerbach	19,266
General Public Utilities	19,141
Gulf States Utilities	18,750
Indianapolis Power & Light	25,336
Interstate Power	21,100
Middle South Utilities	28,604
N. Y. State Electric & Gas	18,563
Niagara Mohawk Power	21,390
Pitney-Bowes, Inc.	35,996
Potomac Electric Power	23,637
Seaboard Air Line	17,887
Sinclair Oil	20,400
Southern Company	28,688
Sutherland Paper	28,500
Toledo Edison	40,000
Virginia Electric & Power	28,768
Wisconsin Electric Power	28,193

The Travelers Insurance Co.

Common Stock	Shares
American Telephone & Telegraph	50,000
Atchison, Topeka & Santa Fe	8,400
Atlantic Coast Line	5,000
Borden Co.	5,835
Brooklyn Union Gas	15,000
Chesapeake & Ohio	12,000
Commonwealth Edison	41,225
Con. Gas El. L. & P., Balto.	64,800
Delaware, Lackawanna & Western	5,000
Detroit Edison	27,500
Erie Railroad	10,000
General Public Utilities	10,000
Great Northern	10,000
Illinois Central	8,000
Louisville & Nashville	8,000
Minneapolis & St. Louis	11,200
National Dairy Products	5,200
New York, Chicago & St. Louis	24,200
Pacific Gas & Electric	15,800
Pennsylvania Railroad	15,200
Philadelphia Electric	27,000
Rochester Gas & Electric	15,500
Southern Pacific	10,000
Texas Utilities	32,500
United Fruit	12,000
Union Pacific	9,000

New York Life Insurance Company informed its policy owners that it follows the "dollar averaging" theory—investment of the same dollar amount at regular intervals, which makes possible the purchase of more shares when prices are low and less when they are high—in acquiring common stocks for its portfolio.

New England Mutual Life Insurance Co.

Common Stock	Shares
Aluminium Ltd.	21,400
American Gas & Electric	22,000
Atlantic Refining	27,000
Central & South West	33,300
C. I. T. Financial	27,250
Commercial Credit	27,000
Consolidated Edison of N. Y.	23,000
General Electric	63,000
Gulf Oil	21,840
Household Finance	24,200
Houston Lighting & Power	30,000
International Paper	28,875
Kansas Power & Light	29,000
Middle South Utilities	37,909
National Dairy Products	24,400
Niagara Mohawk Power	23,550
Northern States Power	29,700
Public Service of Indiana	23,000
Shell Oil	30,440
Socony-Vacuum	39,000
Southern Co.	33,000
Texas Utilities	21,000
United Gas Corp.	30,000
Virginia Electric & Power	31,000
Wisconsin Electric Power	34,320

Connecticut General Life Insurance Co.

Common Stock	Shares
American Telephone & Telegraph	3,210
Boston Edison	3,520
Cincinnati Gas & Electric	4,429
Cleveland Electric Illuminating	7,152
Commonwealth Edison	4,864
Con. Gas El. L. & P., Balto.	1,998
Continental Oil	1,970
Dayton Power & Light	5,969
E. I. du Pont de Nemours	4,000
General Electric	7,500
Gulf Oil	6,750
Houston Lighting & Power	12,375
Idaho Power	6,000
New York State Electric & Gas	2,125
Niagara Mohawk Power	6,000
Northern States Power	6,600
Ohio Edison	4,442
Pacific Gas & Electric	10,346
Scott Paper	2,000
Socony-Vacuum	7,284
Southern California Edison	5,000
Standard Oil of California	6,850
Standard Oil (Indiana)	2,780
Standard Oil (New Jersey)	10,845
Union Carbide & Carbon	3,000

10 Listed Share Leaders

AIDED by its sale of 4,380,683 additional shares to stockholders, General Motors solidified its position as the company with the largest number of listed common shares—92,894,500—during the twelve months ended March 31.

In the same interval, General Electric's 3-for-1 split boosted it to second from seventh place; while the 2-for-1 split by Standard Oil (Indiana) not only won that company admission to the "Big 10," but put it in seventh place.

For the 10 companies tabled, total listed shares increased to 495,911,267 at the close of the initial 1955 quarter from 405,204,110 a year earlier, a gain of 90,204,110 shares, or 22 per cent.

However, E. I. du Pont, Socony-Vacuum Oil, Union Carbide & Carbon and Texas Company showed no growth in listed shares for the year ended March 31, last.

With the exception of American Telephone & Telegraph—in which case the gain in listed shares resulted largely from the conversion of debentures into common stock—every one of the companies tabled has either split its common or paid stock dividends since 1948.

In the 10 years ended March 31, 1955, Socony-Vacuum's listed common shares increased by only 12 per cent; General Motors, 110 per cent; Standard Oil (Indiana), 112; Texas Company, 128; Standard Oil of California, 131; Standard Oil (New Jersey), 139; A. T. & T., 156; General Electric, 200; Union Carbide & Carbon, 211; and E. I. du Pont, 310 per cent.

10 Companies With Most Listed Shares at Close of First 1955 Quarter

Company	Common Shares Listed March 31			
	1955	1954	1950	1945
General Motors Corp.	92,894,500	88,513,817	44,104,340	44,104,340
General Electric Co.	86,686,391	28,845,936	28,845,936	28,845,936
Standard Oil Co. (N. J.)	65,433,474	60,571,092	30,183,395	27,333,742
American Tel. & Tel. Co.	50,235,918	45,641,094	26,981,880	19,606,640
E. I. du Pont de Nemours	45,604,345	45,604,345	45,031,324	11,122,468
Socony-Vacuum Oil Co.	35,512,203	35,512,203	32,332,015	31,708,452
Standard Oil Co. (Indiana)	32,478,626	15,386,519	15,284,775	15,284,877
Standard Oil Co. (Calif.)	30,106,851	28,673,192	14,336,596	13,003,953
Union Carbide & Carbon	29,363,711	29,363,711	29,217,261	9,414,437
Texas Co.	27,595,248	27,595,248	13,797,624	12,065,204

FEWER BILLIONAIRES

THE New York Stock Exchange's "Billionaire Club"—listed domestic companies with annual sales or revenues of $1 billion or more—had a net loss of three members last year.

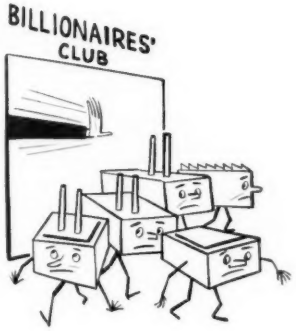
Although two new companies were admitted, five dropped out, reducing the membership to 26.

The newcomers were Boeing Airplane Company and Sinclair Oil Corporation; while the five that dropped out in 1954 were International Harvester, Republic Steel, Pennsylvania Railroad, Firestone Tire & Rubber and Union Carbide & Carbon.

General Motors continued in first place, by virtue of sales approaching the $10,000,000,000-mark, and there was no change in the relative positions of the next three companies — Standard Oil (New Jersey), American Telephone & Telegraph and U. S. Steel.

Although listed on the Exchange, Royal Dutch Petroleum Company is not shown in the accompanying table, since it is not a domestic company. However, sales and other income of Royal Dutch—converted into dollars—increased to $3,108,000,000 in 1954 from $2,856,000,000 the previous year.

Of the 26 corporations cited 10 reported gains in both income and



profits in 1954; 2 showed gains in income but losses in net; 7 managed to improve profits despite lower sales or revenues; and the other 7 registered declines in both income and profits.

The 10 which reported both higher sales or revenues and greater profits were Standard Oil (New Jersey), American Telephone & Telegraph, Gulf Oil, Westinghouse Electric, Texas Company, Shell Oil, Standard Oil of California, Kroger Company, Boeing Airplane and Sinclair Oil.

As the table indicates, owners of most of the 26 common stocks of these billionaire companies fared well last year: Sixteen, or 61 per cent, paid out a larger amount in cash common dividends than in 1953. Eight paid identical amounts per share in both years; one paid

less in 1954 than in 1953; and one paid nothing in either year.

Of the 16 which boosted common dividends, the largest increases were by General Motors, Sears Roebuck, E. I. du Pont, Bethlehem Steel and Boeing Airplane.

The three top-ranking companies—General Motors, Standard Oil (New Jersey) and A. T. & T.—each reported 1954 net income in excess of $500,000,000; while 11 others each had profits of more than $100,000,000.

Although E. I. du Pont ranked no higher than twelfth last year in sales or revenues, its net income of $344,386,015 entitled it to fourth place in that respect.

Impressive as are the profits and dividend payments of these billionaire enterprises, even more impressive—although not shown—are the sums paid to employes in salaries and wages. General Motors, for instance, had a 1954 payroll of $2,610,195,000 — or over three times its net income and about six times the amount it disbursed in cash common dividends.

LISTED DOMESTIC COMPANIES WITH 1954 SALES OR REVENUE OF $1 BILLION OR MORE

	1953 Rank	Sales or Revenue (in millions)		Net Profit (in millions)		Cash Common Divs. Pd. Per Share	
		1954	1953	1954	1953	1954	1953
General Motors Corp.	(1)	$9,824(A)	$10,028	$806(A)	$598	$5.00	$4.00
Standard Oil (N. J.)	(2)	5,661	5,522	585	581	4.55	4.50
American Tel. & Tel.	(3)	4,785	4,417	550	479	9.00	9.00
U. S. Steel Corp.	(4)	3,250	3,861	195	222	3.00	3.00
Sears, Roebuck	(7)	2,965(1)	2,982(1)	141(1)	118(1)	3.05	1.50
General Electric	(6)	2,959	3,128	213	166	1.47a	1.33a
Swift & Co.	(8)	2,511(2)	2,597(3)	19(2)	34(3)	3.00	2.40
Chrysler Corp.	(5)	2,072(C)	3,348	19(C)	75	4.50	6.00
Armour & Co.	(9)	2,056(2)	2,089(3)	2(2)	10(3)	—	—
Safeway Stores, Inc.	(11)	1,814	1,752	14	15	2.40	2.40
Gulf Oil Corp.	(14)	1,705(D)	1,641	183(D)	175	1.92a	1.85a
E. I. du Pont de Nemours	(12)	1,688	1,750	344	236	5.50	3.80
Standard Oil Co. (Indiana)	(13)	1,660	1,710	117	125	1.25a	1.25a
Bethlehem Steel Corp.	(10)	1,657	2,082	133	134	5.75	4.00
Westinghouse Electric	(16)	1,631	1,582	85	74	2.50	2.00
Socony-Vacuum Oil Co.	(15)	1,609	1,607	184	187	2.25	2.25
Texas Company	(17)	1,574	1,559	226	193	3.75	3.40
Shell Oil Co.	(18)	1,312	1,270	121	115	1.88a	1.48a
National Dairy Products	(20)	1,210	1,232	37	31	1.55a	1.50a
Standard Oil Co. of Cal.	(25)	1,113	1,080	212	189	2.89a	2.86a
Kroger Company	(26)	1,109(4)	1,059(5)	15(4)	13(5)	2.00	2.00
J. C. Penney Co.	(23)	1,107	1,110	44	38	3.50	3.50
Goodyear Tire & Rubber	(21)	1,090	1,211	48	49	1.63a	1.46a
American Tobacco Co.	(24)	1,069	1,088	43	41	4.40	4.00
Boeing Airplane Co.		1,033	918	37	20	3.00a	1.75a
Sinclair Oil Corp.		1,021	935	75	68	2.60	2.60

(1) Years ending Jan. 31, 1955 and 1954. (2) 52 weeks ending Oct. 30, 1954. (3) 52 weeks ending Oct. 31, 1953. (4) 53 weeks to Jan. 1, 1955. (5) 52 weeks to Dec. 26, 1953.

a — Adjusted for stock dividends and splits.

(A) Includes operations of Vauxhall Motors Ltd. (England), and Adam Opal A.G. (Germany) not previously consolidated. (C) Includes wholly owned foreign subsidiaries not previously consolidated. (D) Includes operations of Afran Transport Co. not previously consolidated.

TEMCO AIRCRAFT COMMON LISTED

FOUNDED late in 1945, when the aviation industry as a whole was undergoing the inevitable contraction resulting from the war's end, Temco Aircraft Corporation nevertheless registered steady growth from the start.

This Dallas, Texas, company—whose 1,676,853 shares of $1-par value common stock (ticker symbol: TEM) were listed on the Stock Exchange early this month—originally confined its activities to servicing aircraft. During the past ten years it has overhauled or modernized more than 2,200 airplanes for the U. S. Air Force and Navy, domestic airlines and U. S. and foreign government agencies.

Since 1950, Temco has become an important supplier of aircraft parts and equipment. Currently, parts are being produced for six first-line military aircraft: the Boeing B-52 and B-47; the McDonnell F3H and F-101; Republic's F-84F; and Lockheed's P2V.

Recently, the company inaugurated a third major activity—aircraft design and development work on airborne weapons—and it has contracts for a number of classified military weapons.

At Temco's three plants—all located within a 55-mile radius of Dallas—nearly 8,000 people are employed. The plants have an annual capacity of 20,000,000 pounds of airframe.

Record Profits

Although the company's net sales declined sharply last year, close cost controls and lower taxes produced record profits. Sales fell to $59,198,000 from $72,115,000 in 1953, but net improved to $2,937,000, or $1.75 per common share, in 1954 from $2,668,000, or $1.59 a share, the year before.

Last year Temco Aircraft paid cash dividends of 60 cents per share to its 6,500 common share owners. On April 15, 1955, a quarterly disbursement of 15 cents a share was made on the common.

Assembling fuselage sections for F-84F "Thunderstreaks" at Temco Aircraft.

A NEW APPROACH to Better Employe Relations

By ROBERT M. SNIBBE

DURING the last twenty years there has been a virtual revolution in business thinking regarding the importance of what employes think about our economic system—and what management must do to explain it.

As management awoke to the fact that what employes think—how they vote—has a direct and telling effect on the climate in which business must operate, there was almost a frantic scurry for communications devices to use in the campaign to "sell" free enterprise. Company after company expanded or initiated the use of house organs, newsletters, employe discussion programs and economic education films.

Despite all this activity, a survey by the Opinion Research Corporation in late 1953 showed that:

38 per cent of the people favored close government regulation of business; 41 per cent appraised the business system unfavorably; and 19 per cent favored government ownership of the business system.

In an effort to provide employe education in the social and economic areas, General Motors developed in 1948 a new plan for reaching the minds of its employes. It was called "an idea cafeteria for offering mental and spiritual nourishment to employes."

Today it is called an information rack program.

Briefly, an information rack program is simply an organized method of feeding an employe's normal hunger for knowledge through a continual flow of easy-to-read booklets on a wide variety of subjects. It is designed to help readers become healthier, happier individuals, more loyal and intelligent citizens and more interested and efficient employes.

The pocket-sized booklets—attractive, easily read and understood—are offered free through self-service racks like miniature news-stands, conveniently located throughout plants and offices. In

most companies, a new title is placed in the racks each week and employes help themselves to whatever material appeals to them.

Of course, the rate at which a booklet is picked up—called the "take"—depends on the subject matter, which is generally divided equally into the following four major categories:

ECONOMIC AND SOCIAL PROBLEMS—Business, government, profits, jobs, taxes, capital, productivity, incentives, automation, crime, alcoholism, socialism, schools.

INSPIRATIONAL AND SELF-HELP—Moral and spiritual guidance, citizenship, patriotism, personality improvement, and personal affairs—budgeting, insurance, investing, education.

HEALTH AND SAFETY AT HOME AND AT WORK—Accident and fire prevention, first aid, safety equipment, common diseases, mental health, convalescent care, safe driving.

HOME AND RECREATION — Hobbies, home-making, sports, gardening, do-it-yourself.

Regardless of category, every booklet placed in the racks should do more than just entertain—it should inspire, educate, or in some way *help* the employe and his family. As a result, it also helps the employer and the nation.

Of course, the material offered must appeal to varied interests. A heavy dose of economic booklets four or five weeks in a row is the quickest way to kill off interest in the program. So booklets on recreation, health, "how-to" and hobbies must be included. These, quite naturally, are very popular, but they are also habit forming. And this is important. They keep alive interest in each new booklet placed in the racks just as entertainment on a TV or radio program is necessary to get over a commercial.

Develops Habit

Companies operating a rack program believe that this service develops in employes the habit of looking to the company for reliable information on all subjects. So rack booklets must be informational and factual, unbiased and honest—neither pro-management nor anti-labor. For this reason, racks have met with the approval of both union leaders and members.

The material is carefully chosen from many sources—magazine articles, speeches by prominent men, best-sellers, and an increasing number of "specials," which are written especially for this new medium.

Since the inception of booklet reading racks, many companies who have installed them have conducted surveys to measure their popularity. In addition, the National Industrial Conference Board, the Metropolitan Life Insurance Company and other public and private organizations have issued reports on information rack use and mechanics. All have come to the

same basic conclusions: booklets on practically every subject are picked up from the racks, and the programs are exceptionally popular with both rank-and-file and supervisory employes. From company after company come reports that 98 per cent of the employes take booklets out of the racks at some time, 94 per cent read them, and 91 per cent take them home to be read by their families and by their friends.

Pick-Up Rate

The average pick-up rate in most companies is about 50-60 per cent. So a plant with 1000 employes would normally use 500 to 600 copies of a new title each week. At Western Electric Company, however, which has its own program for all employes, the average "take" has increased from 65 per cent in 1951 to 78 per cent today.

Like many other modern industrial programs—pension plans, subsidized cafeterias, discussion programs, employe libraries, recreation programs, employe publications and even health programs—the benefits of an information rack program are real and tangible, though difficult to measure.

Specifically, companies using this new medium believe that their information rack programs:

- Help to improve employes' health and reduce accidents and absenteeism — through interesting booklets on health and safety at home and at work.

- Increase efficiency and productivity—through booklets designed to improve employe attitudes and relationships with fellow-employes, supervisors.
- Give employes a better understanding of the American free enterprise system — through easy-to-understand booklets on productivity, profits, capital, incentives, taxes, changes in products and methods.
- Help establish a better relationship and understanding between rank-and-file and supervisory personnel—by providing a "common denominator" for conversation.
- Help employes become better citizens—and better employes —through inspirational booklets discussing vital social problems, national welfare, prosperity.
- Build good-will and confidence—by providing home, hobby and recreation booklets of value to employes, their families.
- Provide an effective and inexpensive means of distributing

company material—to create a better understanding of policies, products, problems.

Among the best features of a booklet rack program are the flexibility with which material can be scheduled to fit in closely with company policy, and the ease with which a program can be tailored to suit a company's pocketbook.

As to cost, this program can be used by a small company just as effectively and inexpensively as a large one, for booklets are available at approximately the same price regardless of the quantity ordered. Based on the average "take" rate of 50 per cent, the annual cost runs about $1.50 per year per employe—less than the cost of a carton of cigarettes.

Many Users

A cross section of rack users includes some of the biggest and many smaller companies.

General Motors and Western Electric have their own programs . . . reaching all their employes. Other large companies are American Cyanamid, Standard Oil (Indiana), Pittsburgh Plate Glass, Aluminum Company, and U. S. Steel (Central Operations). The list of smaller ones includes companies in practically every industry in all sections of the country.

Among the highly "clerical" companies are the Guaranty Trust, National City, First National of Boston, Travelers and John Hancock. Some of the out-of-the-ordinary ones are a Boston hospital, the *Reader's Digest*, an Hawaiian sugar plantation and a fleet of Great Lakes ore boats.

In just four years over 1,500 companies have installed information rack programs and today an estimated five million booklets a month are being picked up and read by employes' families.

Will Take Time

These companies know that no single economic booklet, or even a number of such booklets, will change deeply-ingrained attitudes overnight. They know that to convince employes that business, rather than government, must maintain high economic levels will take a long, long time.

But they also know that the use of acceptable and believable economic booklets, voluntarily selected and read, properly timed and interspersed in a continuous rack program with other more popular booklets is one of the most effective ways yet devised to get across such vital ideas to employes.

They also know that it is an effective way to counteract the throwaways, "fact" booklets and other material being used in ever-increasing intensity by peddlers of "pie-in-the-sky" ideologies.

Many executives concede the surface of this line of communication has hardly been scratched — that rack programs, already important in creating understanding between management and labor, will become more important as their use expands, techniques improve.

Multiple Preferreds

An investor who shies away from any company having either bonds or preferred stock outstanding—both ranking ahead of the common — would probably look with near-horror on the shares of a corporation having both bonds and more than one preferred issue in the hands of the public.

Yet, the record shows that some highly-respected companies have both bonds and a number of preferred issues outstanding — and their common share owners seem to fare pretty well.

For instance, shown in the table below are eight listed utility companies, of which—

- All have bonds outstanding.
- Five have 4 different preferred stocks outstanding.
- Three have 5 different preferred stocks outstanding.

The figure in parentheses after each company indicates the total number of its preferred issues.

Six of the eight companies have made cash distributions to their common owners in every single year for 20 years or longer; only two have dividend-longevity records of less than a decade.

For the eight companies as a whole, unbroken dividend payments average just over 30 years.

Based on cash dividend payments in the 12 months ended March 31, and recent market prices, the eight issues all show yields of less than 5 per cent.

Eight Listed Companies Having 4 or More Preferred Issues

	Annual Pfd. Div. Requirements		Common Market Price	Cash Common Dividends Year Ended		Dividend Longevity Record of Common
	Amount	Equals Per Share of Common Stock	4/11/55	3/31/55	Pct. Yield*	(Years)
Duquesne Light Co. (5)	$2,127,750	$0.32	$35⅜	$1.71	4.8	43
Illinois Power Co. (5)	2,111,000	0.70	50⅜	2.20	4.4	9
Kansas City Power & Light Co. (4)	1,431,200	0.58	42¾	1.80	4.2	35
Niagara Mohawk Power Corp. (4)	3,737,000	0.32	33¼	1.60	4.8	6
Northern States Power Co. (4)	3,141,500	0.23	16⅜	0.80	4.9	20
Ohio Edison Co. (4)	2,751,570	0.47	45⅝	2.20	4.8	26
Philadelphia Electric Co. (5±)	4,203,638	0.35	37⅞	1.80	4.8	54
Union Electric Co. of Mo. (4)	2,164,182	0.21	30⅜	1.25	4.1	50

* Based on cash dividends paid in 12 months ended March 31, 1955; 4-11-55 Market Prices.
±Including $1 dividend preference common.

Should you buy stocks and forget about them?

Question submitted by Gus Burkhardt, Cost Analyst, South Norwalk, Conn.

Stock in the "XYZ Buggywhip Company" may have been a good buy once, but the man who tucked it under his mattress and forgot about it probably wouldn't get much for it today. However, many companies listed on the New York Stock Exchange are prospering now because of products that weren't even a gleam in a scientist's eye a few years ago. That's why investments in stocks should be reviewed from time to time, as you'd review any other sort of investment.

DO I HAVE TO BE A FINANCIAL EXPERT TO OWN STOCKS?

Question submitted by Justin Knowlton, Salesman, San Francisco, Calif.

Very few people have time to become experts. But it's easy to get expert help from a Member Firm of the New York Stock Exchange. To invest on a sound basis, you should have first some insurance and money for emergencies. Then you should *investigate* before you invest. Member Firms will be glad to give you up-to-the-minute facts about any of the 1,526 common and preferred stocks and 840 corporate bonds on the Exchange.

DOES IT COST MUCH TO GET ADVICE?

Question submitted by Benjamin Caine, Grocery Buyer, Kew Gardens, N. Y.

There's no charge for the information and experienced help you get from a Member Firm. The only fee you pay is the standard stockbroker's commission when you actually buy or sell (the average commission is about 1% of the value of the transaction). But whether you want to buy or sell or just find out more about stocks, you'll be welcome at any of the 1,927 Member Firm offices throughout the country.

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